



San Francisco & Monterey, California

The Chairman's Council is headed to sunny California! We will start our tour in the city by the bay, San Francisco, and from there drive down the stunning Pacific coastline to the charming, seaside town of Monterey. This is the perfect chance to experience a beautiful part of California while visiting industry facilities along the way.

The Chairman's Council tours provide an exciting blend of business and pleasure while getting to know other independent haulers, learning about their companies, and discussing mutual interests and concerns. These tours are informative, thought-provoking and provide an informal setting loaded with networking opportunities.

The Chairman's Council 2012 tour will be as unique as the state we are visiting. On our facility visits, we will see the results of a state that prides itself on leading the nation in green initiatives. California recently established a 75% diversion goal; so naturally, the infrastructure will reflect efforts to achieve that goal. You won't see a solid waste facility in California that is not maximizing efforts to divert waste from landfills. The facilities will range from perhaps America's most scenic setting for a landfill, to MRFs with a 98% diversion rate. In between we will visit fleet operations, large C&D recycling and disposal operations, composters, transfer stations and a variety of recycling operations.

San Francisco's reputation as a rollicking city where almost anything goes dates back to the boom-or-bust days of the California gold rush. This city is so beautiful, exciting, diverse, and cosmopolitan that you can always find something new to see and do no matter if it's your first or 50th visit! Be sure to bring a warm jacket. Bob Hope once remarked that San Francisco is the city of four seasons – every day.

Monterey is the quintessential California seaside community – charming and eclectic – with plenty of attractions to please any visitor. From historic adobes and Cannery Row, to kayaking in Monterey Bay to get a first-hand look at sea otters, seals and sea lions, Monterey is the perfect tourist town.

Sunday, March 25

The Chairman's Council begins its tour in San Francisco, with a Welcome Reception at 6:30 p.m. in Bob's Lounge at the Omni San Francisco Hotel. We will stay in the heart of San Francisco on Nob Hill and a few minutes walk to Union Square. After our reception we will dine at one of Nob Hill's finer restaurants.

Monday, March 26

We will meet for breakfast in the hotel restaurant and afterwards we will make our way to Monterey, visiting facilities along the way. We will take the Pacific Coast Highway 1 (Highway 101) which runs through Northern California, down the Central Coastal Region through Southern California and ends at the Mexican border. We will travel through the most beautiful coastal areas which are blessed with golden hills, lush green mountain ranges, cliffs, beaches, and dotted with small and big towns.

We will dine at one of Monterey's numerous fresh seafood restaurants and after dinner we will stroll down John Steinbeck's Cannery Row, home of the fantastic Monterey Bay Aquarium and old sardine canneries that have been converted into shopping centers.

Tuesday, March 27

We will begin our day with breakfast and then visit a few facilities in and around San Jose on our way back to San Francisco. We will follow an inland route through the coastal mountains and arrive in San Francisco in the late afternoon. Dinner and drinks will be in the charming little town of Sausalito which is located just across the Golden Gate Bridge from San Francisco.

Wednesday, March 28

We will have breakfast at the hotel and then visit one more facility before heading back to the San Francisco International Airport by 12:00 p.m. Although this is the official end of the Chairman's Council tour, it will be 3:00 p.m. EST so please take this into consideration when you are making your return flights.

Airline Reservations

Please plan to arrive in San Francisco in time to join us

for the Welcome Reception at 6:30 p.m. on Sunday, March 25. The tour will officially end in San Francisco on Wednesday, March 28, so please make your reservations from San Francisco International Airport. Please be aware of the 3 hour time difference between the East and West Coasts.

Hotel Information

San Francisco, CA

Omni San Francisco
500 California Street
San Francisco, CA 94104
Tel: 415-677-9494
www.omnihotels.com
Room rate: \$229+taxes

Monterey, CA

Monterey Plaza Hotel
400 Cannery Row
Monterey, CA 93940
Tel: 831-646-1700
www.montereyplazahotel.com
Room rate: \$185+taxes

About the Chairman's Council

The Chairman's Council is a networking group within NSWMA and consists of owners and senior managers of privately held companies who are interested in finding innovative and effective ways to secure their competitive future. The Chairman's Council provides a forum for the exchange of ideas among business operators and visits to waste facilities where participants learn how other operators are addressing operational and management issues.

About Membership in the Chairman's Council

Membership in the Chairman's Council is open to members of NSWMA that are privately held companies for a fee of \$1,750. Council membership fees cover company participation for up to two employees in the spring tour. This fee includes tour transportation, all meals and activities for two individuals. This does not include airfare, hotel costs, or any add-on tours or events. Additional individuals from a member company may attend for an additional fee of \$500.



NSWMA
800-424-2869 • www.NSWMA.org

Registration Form • The Chairman's Council Tour 2012 • San Francisco & Monterey, California

Primary Contact _____ Shirt Size _____

Additional Attendees (Name, shirt size)

Company _____

Address _____

City _____

State _____ Zip _____

Telephone _____

Fax _____

Email _____

Check here if this is new or updated information.

Hotel Reservations

We reserve hotel rooms in the tour cities and book the rooms for you. Please indicate each location in which you will need a hotel reservation, and if more than one person will be staying in the SAME ROOM, please list both people on the same line. **Your credit card is required to reserve your hotel room.**

The cut-off date for the negotiated room rate is March 5. Please let us know your intentions before this date.

____ San Francisco, CA, Sunday, March 25
 1) _____
 2) _____
 3) _____
 4) _____

____ Monterey, CA, Monday, March 26
 1) _____
 2) _____

3) _____
 4) _____

____ San Francisco, CA, Tuesday, March 27

1) _____
 2) _____
 3) _____
 4) _____

Smoking No Smoking

Registration Fees

The registration fee includes: tour transportation, all meals and activities. *Your registration will not be processed until payment is received.*

Chairman's Council Registration
 (if not already paid) \$1,750 \$ _____
 Includes two attendees

Additional Member Company
 Attendees \$500 per person \$ _____

Total amount due \$ _____

Check (Please make checks payable to NSWMA.)
 AmEx Visa MasterCard Discover

Name on Card _____

Card No. _____

Expiration Date _____

Signature _____

Mail to: NSWMA Chairman's Council
 ATTN: Meetings Department
 PO Box 79111
 Baltimore, MD 21279
Fax to: 1-866-833-4274

Please direct any questions to Mike Huff at 888-679-6272 or mhuff@NSWMA.org or Catherine Maimon at 202-364-3715 or cmaimon@NSWMA.org.